

whitened, than they did before
They brush their teeth more often

They visit their hygienist for a scale and polish more often

They also visit their dentist for a check up more often

Smokers, (especially in deprived areas), are using teeth whitening as an incentive to stop smoking.

We provide this treatment, at our own teeth whitening spas in the Glasgow area of Scotland, for a fraction of the cost that dentists charge, and still make a profit! Whereas dentists are charging anything between 600.00 - 1000.00 for a similar treatment. Therefore, in my view, they are looking to push us, and other companies like us, out of the market to the detriment of fair trade and the consumer.

Which leads me to the products that are being used by dentists, namely hydrogen peroxide. Dentists are blatantly advertising that they are using hydrogen peroxide up to 35%, I have taken the liberty to build up a file with all their adverts advertising that they are using this product at 35% strength.

We have a non peroxide product, which has been analysed by the trading standards, (following a complaint from a local dentist). We also received an inspection from our local environmental health officer. (following another complaint from a local dentist), to look at our procedures and our risk assessments etc that we have in place.

We have taken the following steps to ensure that we do not cause the public harm with our products or treatments:

We have had:

An in-vitro trial carried out by a dentist who has a PhD on teeth whitening and seen as a leading expert in this field.

Have a qualified dentist on our board of directors, who compiled, and oversees, our training program.

All our trainers are dentally qualified with at least 10 years practice experience.

We have an ex Environmental Health Officer, who works as a consultant for us, analysed the risks associated with the products and treatments, either eliminating the risk altogether, or has put a control measure in place to reduce the risk.

have had Paisley University carry out an analysis on our products to ensure that it complies with the cosmetic directive.

Edinburgh Scientific Services carry out an analysis on our products to prove it contains no peroxide.

As you can see, for a start up company, we have ensured, at considerable investment, that we have gone about our business properly, as we anticipated, correctly, a lot of resistance from the dental community. However, that is not to say that I do not think that this market should not be regulated and would welcome the opportunity to sit down with the GDC to discuss ways of regulating the market. However, by them burying their head, in the sand and stating that what we are doing is illegal, (when it clearly is not), will not solve the problem.

As you are aware, there is a great shortage of dentists for primary needs for the vast population within the UK. If this treatment, given the evidence above, actually encourages the public to look after their teeth and increases oral care, without causing the public harm, using legal products, surely this is a benefit to the dental profession and alleviates the pressure that dentists and the dental bodies are always stating that they are under!

As a business, we have had an uphill struggle with the dental community and dental bodies, (but that is the business we have chosen to be in). I just feel that the dentists have been ripping people off, charging the prices that they have for years and now are trying to flex their muscle to squeeze us out of the market by using scare mongering tactics.

Should you require any further information, please feel free to contact me.

Kind Regards,
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